

**AMENDMENTS TO THE CLAIMS:**

Please amend the claims as follows:

1.-26. (Cancelled)

27. (Currently Amended) A method for facilitating a transaction for purchasable content over an electronic network, the method comprising:

maintaining a first network server that hosts a first web site on the electronic network to which a consumer may connect;

transmitting a first page from the first network server to the consumer over the electronic network, the first page including information concerning the purchasable content, the purchasable content including both downloadable digital data and physical media containing at least one of digital and analog data;

wherein the first server is enabled to sell physical media, but is not enabled to download downloadable digital data;

allowing the consumer to browse the first web site on the electronic network to obtain information concerning the purchasable content including both downloadable digital data and physical media;

receiving a command from the consumer over the electronic network indicating that the consumer has selected certain of the purchasable content and wishes the transaction for the selected the purchasable content, wherein the selected purchasable content is displayed on the first page;

determining that the selected purchasable content includes the downloadable digital data;

automatically linking the consumer to a second network server that hosts a second web site on the electronic network in response to the command;

transmitting a second page from the second network server to the consumer over the electronic network; and

wherein the second network server is capable of supplying the downloadable ~~physical~~ digital data, the second page including information concerning how to complete the transaction for the selected purchasable content, and such that the consumer may

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complete the transaction for the selected purchasable content from the second network server, whereby,

the first network server presents the consumer with the opportunity to purchase either physical media or downloadable digital data, but if the transaction involves purchase of downloadable digital data that cannot be delivered by the first network server, then the consumer is linked to the second network server in order to carry out the transaction.

28. (Previously Presented) The method of claim 27, further comprising displaying the first page in a first window and the second page in a second window.

29. (Previously Presented) The method of claim 28, wherein the first and second windows are displayed simultaneously on a monitor display.

30. (Previously Presented) The method of claim 27, wherein the first window is branded by a first entity and the second window is branded by a second entity.

31. (Previously Presented) The method of claim 27, wherein the second window is activated when the second page is received by the consumer over the electronic network and the first window is not active when the second window is activated.

32. (Previously Presented) The method of claim 31, wherein the second window is closed when the transaction for the certain of the purchasable content is completed.

33. (Previously Presented) The method of claim 32, further comprising automatically linking the consumer to the first presence on the electronic network when the transaction for the certain of the purchasable content is complete.

34. (Previously Presented) The method of claim 32, further comprising automatically linking the consumer to a third presence on the electronic network when the transaction for the certain of the purchasable content is complete.

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35. (Previously Presented) The method of claim 27, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

36. (Previously Presented) The method of claim 27, wherein the second page includes at least one of: (i) registration inputs for registering the consumer; (ii) login inputs for permitting the consumer access to further portions of the second page; (iii) summary information including at least one of a list of the purchasable content selected by the consumer, and remittance information for the purchasable content selected by the consumer; and (iv) billing inputs for receiving information from the consumer concerning a remittance method.

37. (Previously Presented) The method of claim 36, wherein the summary information and the billing inputs are included on the further portions of the second page.

38. (Previously Presented) The method of claim 27, wherein the electronic network comprises the Internet and the first and second presences comprise respective web sites thereon.

39. (Previously Presented) The method of claim 27, wherein an entity associated with the first network server does not have custody of the downloadable digital data.

40. (Previously Presented) The method of claim 27, wherein an entity associated with the second network server has custody of the downloadable digital data.

41. (Currently Amended) An electronic storage medium for storing instructions which, when executed by a programmable controller, carry out a process for facilitating a transaction for certain of the purchasable content over an electronic network, comprising:

maintaining a first network server that hosts a first web site on the electronic

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network to which a consumer may connect;

transmitting a first page from the first network server to the consumer over the electronic network, the first page including information concerning the purchasable content, the purchasable content including both downloadable digital data and physical media containing at least one of digital and analog data;

wherein the first server is enabled to sell physical media, but is not enabled to download downloadable digital data;

allowing the consumer to browse the first web site on the electronic network to obtain information concerning the purchasable content including both downloadable digital data and physical media;

receiving a command from the consumer over the electronic network indicating that the consumer has selected certain of the purchasable content and wishes the transaction for the selected the purchasable content, wherein the selected purchasable content is displayed on the first page;

determining that the selected purchasable content includes the downloadable digital data;

automatically linking the consumer to a second network server that hosts a second web site on the electronic network in response to the command;

transmitting a second page from the second network server to the consumer over the electronic network; and

wherein the second network server is capable of supplying the downloadable ~~physical~~ digital data, the second page including information concerning how to complete the transaction for the selected purchasable content, and such that the consumer may complete the transaction for the selected purchasable content from the second network server, whereby,

the first network server presents the consumer with the opportunity to purchase either physical media or downloadable digital data, but if the transaction involves purchase of downloadable digital data that cannot be delivered by the first network server, then the consumer is linked to the second network server in order to carry out the transaction.

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42. (Previously Presented) The electronic storage medium of claim 41, further comprising displaying the first page in a first window and the second page in a second window, wherein the first window is branded by a first entity and the second window is branded by a second entity.

43. (Previously Presented) The electronic storage medium of claim 41, wherein the second window is activated when the second page is received by the consumer over the electronic network and the first window is not active when the second window is activated.

44. (Previously Presented) The electronic storage medium of claim 43, wherein the second window is closed when the transaction for the certain of the purchasable content is completed.

45. (Previously Presented) The electronic storage medium of claim 41, further comprising automatically linking the consumer to the first network server when the transaction for the certain of the purchasable content is complete.

46. (Previously Presented) The electronic storage medium of claim 41, further comprising automatically linking the consumer to a third network server when the transaction for the certain of the purchasable content is complete.

47. (Previously Presented) The electronic storage medium of claim 41, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

48. (Previously Presented) The electronic storage medium of claim 41, wherein the second page includes at least one of: (i) registration inputs for registering the consumer; (ii) login inputs for permitting the consumer access to further portions of the at least one second page; (iii) summary information including at least one of a list of the purchasable content selected by the consumer, and remittance information for the

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purchasable content selected by the consumer; and (iv) billing inputs for receiving information from the consumer concerning a remittance method.

49. (Previously Presented) The electronic storage medium of claim 41, wherein the electronic network comprises the Internet.

50. (Previously Presented) The electronic storage medium of claim 41, wherein an entity associated with the first network server does not have custody of the downloadable digital data.

51. (Previously Presented) The electronic storage medium of claim 41, wherein an entity associated with the second network server has custody of the downloadable digital data.

52. (Currently Amended) A system for facilitating a transaction for purchasable content over an electronic network, comprising:

- means for maintaining a first network server that hosts a first web site on the electronic network to which a consumer may connect;

- means transmitting a first page from the first network server to the consumer over the electronic network, the first page including information concerning the purchasable content, the purchasable content including both downloadable digital data and physical media containing at least one of digital and analog data;

- wherein the first server is enabled to sell physical media, but is not enabled to download downloadable digital data;

- means for allowing the consumer to browse the first web site on the electronic network to obtain information concerning the purchasable content including both downloadable digital data and physical media;

- means for receiving a command from the consumer over the electronic network indicating that the consumer has selected certain of the purchasable content and wishes the transaction for the selected the purchasable content, wherein the selected purchasable content is displayed on the first page;

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means for determining that the selected purchasable content includes the downloadable digital data;

means for automatically linking the consumer to a second network server that hosts a second web site on the electronic network in response to the command;

means for transmitting a second page from the second network server to the consumer over the electronic network; and

wherein the second network server is capable of supplying the downloadable ~~physical~~ digital data, the second page including information concerning how to complete the transaction for the selected purchasable content, and such that the consumer may complete the transaction for the selected purchasable content from the second network server, whereby,

the first network server presents the consumer with the opportunity to purchase either physical media or downloadable digital data, but if the transaction involves purchase of downloadable digital data that cannot be delivered by the first network server, then the consumer is linked to the second network server in order to carry out the transaction.

53. (Previously Presented) The system of claim 52, further comprising means for displaying the first page in a first window and the second page in a second window.

54. (Previously Presented) The system of claim 53, wherein the first and second windows are displayed simultaneously on a monitor display.

55. (Previously Presented) The system of claim 53, wherein the first window is branded by a first entity and the second window is branded by a second entity.

56. (Previously Presented) The system of claim 53, wherein the second window is activated when the second page is received by the consumer over the electronic network and the first window is not active when the second window is activated.

57. (Previously Presented) The system of claim 53, wherein the second window is

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closed when the transaction for the selected purchasable content is completed.

58. (Previously Presented) The system of claim 57, further comprising means for automatically linking the consumer to the first network server when the transaction for the certain of the selected purchasable content is complete.

59. (Previously Presented) The system of claim 53, further comprising means for automatically linking the consumer to a third presence on the electronic network when the transaction for the certain of the purchasable content is complete.

60. (Previously Presented) The system of claim 59, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

61. (Previously Presented) The system of claim 52, further comprising means for allowing the consumer to browse the first presence on the electronic network to obtain information concerning the purchasable content.

62. (Previously Presented) The method of claim 52, wherein an entity associated with the first network server does not have custody of the downloadable digital data.

63. (Previously Presented) The method of claim 52, wherein an entity associated with the second network server has custody of the downloadable digital data.